



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Italian Steering Committee
Country/Region: Italy
Name of nominated project developer: 7 Circolo didattico Pozzuoli
Name of nominated action: "Sei tu che fai la differenza" - You make the difference
Place: school and its neighborhood
Town: Pozzuoli (Na)
Region: Campania
Country: Italy
Year: 2009

2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

3. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

4. Type of Action

- Action open to general public
- Action open to target group
- Action based on the production of communication tools
- Other, please specify:

5. Please indicate the date(s) of the action:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



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6. Please give a detailed and precise description of the nominated action:

The educational training will continue for the entire school year involving all students (Kindergarten and Primary). Circle is implemented in an educational inserted in POF and in line with the objectives of the Millennium, 'will be developed in particular the 7th goal on education development. Throughout the phase preceding November we will work on the promotion of actions aimed at reducing waste, supporting a culture of unpacking and making grants to students to achieve ecological, obtained through recycled materials, which are then subsequently distributed to the citizens of the area at the marketplace. Other products made with the reuse of materials will be displayed in the exhibition of the second day. Contemporary we raise awareness among students on the reduction of printed sheets using double-sided.

Conduct of two days:

1) Wednesday, November 25

Form an attractive information within the neighborhood market near the school, the children will give information on the correct use of packaging, distributing leaflets and re-usable bags they have made themselves from recycled material.

2) Friday November 27:

Public event organized within the school with the participation of authorities, institutions, children and parents. There will be performances and exhibition show, as well as documentation of the previous day.

7. Please describe the originality of the action:

The direct involvement of the students, the citizens and institutions of Pozzuoli. very important the relationship between generations: children teach to adults the best waste reduction practises.

8. Please describe the target audience and how the action motivated its public/target audience:

Targets were students, their parents and people in general. The action promotes a culture of unpacking, with consequent reduction of waste throughout the voices of children, our future. Parents and citizens can avoid listening to them as the video shows.

9. Please indicate the number of people who participated in the action:

The initiative involved the whole school with 800 students, their parents and a large local market.

10. What lasting impact does the action propose to have in terms of commitment to waste reduction?

Children are the future and if they behave in a sustainable way the town's life can change. Adults listen to the children and are invited to use re-usable bags and topay attention on municipal waste management services.

11. Explain how this action may be replicated in other countries/regions throughout Europe:

The action can be replicated where there are wise teachers and parents ready to support their children. It is a very effective activity simply to replicate.



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